

# ORDER

**WZZM 13**

**Orders**

**Order / Rev:** 724937

**Alt Order #:** 06396709

**Product Desc:** MI GOP 2012- Schedule B

**Estimate:**

**Flight Dates:** 10/31/12 - 11/06/12

**Original Date / Rev:** 10/26/12 / 10/26/12

**Order Type:** Political

**Primary AE:** Kristen Waskie

**Sales Office:** T-PHI

**Sales Region:** NAT

**Agency**

**Name:** Strategic Media Services/ POL

**Buying Contact:**

**Billing Contact:**

3299 K ST., NW Suite 200

Washington, DC 20007

**Billing Type:** Cash

**Billing Calendar:** Broadcast

**Billing Cycle:** EOM/EOC

**Agency Commission:** 15%

**Advertiser**

**Name:** MI GOP

**Demographic:** A35+

**Product Codes:** IS-Issue/Non Ballot,PL-Judicial

**Priority:** P-1

**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**

**Order Separation:** 00:15:00

**Advertiser External ID:**

**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	31	\$46,300.00	\$39,355.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	31	\$46,300.00	\$39,355.00	0.00
<b>Totals</b>	<b>31</b>	<b>\$46,300.00</b>	<b>\$39,355.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristen Waskie			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WZZM	10/31/12	11/04/12	M-Su 11-1135p LN M-Su Late News	CM	11-1135p	--W--S	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--W--S			2		\$2,000.00		0.00				
2	WZZM	11/05/12	11/05/12	M-Su 11-1135p LN M-Su Late News	CM	11-1135p	M-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$2,000.00		0.00				
3	WZZM	11/05/12	11/05/12	M-F 5-530a M-F Morning News	CM	5-530a	M-----	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$500.00		0.00				
4	WZZM	11/02/12	11/02/12	M-F 6-7a M-F Morning News	CM	6-7a	----F--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--			1		\$1,000.00		0.00				
5	WZZM	11/05/12	11/05/12	M-F 6-7a M-F Morning News	CM	6-7a	M-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$1,000.00		0.00				
6	WZZM	10/31/12	11/01/12	M-F 7-9a M-F Good Morning America	CM	7-9a	--WT---	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--WT---			2		\$1,200.00		0.00				

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WZZM 13

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WZZM	11/06/12	11/06/12	M-F 10-1030am Millionaire	CM	10-1030am	-T-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----		1				\$400.00		0.00			
8	WZZM	11/01/12	11/01/12	M-F 12-1230p Noon News	CM	12-1230pm	---T---	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1				\$1,000.00		0.00			
9	WZZM	11/05/12	11/05/12	M-F 12-1230p Noon News	CM	12-1230pm	M-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$1,000.00		0.00			
10	WZZM	11/05/12	11/05/12	M-F 3-4p Katie	CM	3-4p	M-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$400.00		0.00			
11	WZZM	10/31/12	11/02/12	M-F 430-5pm Judge Judy	CM	430-5p	--W-F--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W-F--		2				\$1,000.00		0.00			
12	WZZM	11/02/12	11/02/12	M-F 5-530pm Judge Judy	CM	5-530p	----F--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$1,200.00		0.00			
13	WZZM	11/05/12	11/05/12	M-F 5-530pm Judge Judy	CM	5-530p	M-----	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$1,200.00		0.00			
14	WZZM	11/01/12	11/01/12	M-F 530-6pm M-F News	CM	530-6p	---T---	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1				\$1,400.00		0.00			
15	WZZM	11/05/12	11/05/12	M-F 530-6pm M-F News	CM	530-6p	M-----	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$1,400.00		0.00			
16	WZZM	10/31/12	11/02/12	M-F 6-630p M-F News	CM	6-630p	--W-F--	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W-F--		2				\$2,500.00		0.00			
17	WZZM	10/31/12	10/31/12	M-F 630-7p M-F ABC World News	CM	630-7p	--W----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----		1				\$3,000.00		0.00			
18	WZZM	10/31/12	11/02/12	M-F 7-730p M-F Entertainment Tonight	CM	7-730p	--W-F--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W-F--		2				\$1,000.00		0.00			
19	WZZM	11/01/12	11/01/12	M-F 730-8p Insider	CM	730-8p	---T---	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1				\$1,000.00		0.00			
20	WZZM	11/05/12	11/05/12	M-F 730-8p Insider M, W-F/Election Night C	CM	730-8p	M-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$1,000.00		0.00			
21	WZZM	11/05/12	11/05/12	Mon Prime Other Dancing With The Stars	CM	8-10p	M-----	:30	1	\$5,000.00	P-1	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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21	WZZM	11/05/12	11/05/12	Mon Prime Other Dancing With The Stars	CM	8-10p	M- - - - -	:30	1	\$5,000.00	P-1	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M- - - - -		1				\$5,000.00		0.00			
22	WZZM	10/31/12	10/31/12	Wed Prime C Nashville	CM	10-11p (10:00 PM-11:00 PM)	- - W- - - -	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - W- - - -		1				\$2,500.00		0.00			
23	WZZM	11/02/12	11/02/12	Fri Prime A Last Man Standing/Malibu Coun	CM	8-9p	- - - - F- -	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - F- -		1				\$1,800.00		0.00			
24	WZZM	11/02/12	11/02/12	Fri Prime C 20/20	CM	10-11p	- - - - F- -	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - F- -		1				\$1,500.00		0.00			
25	WZZM	11/03/12	11/03/12	Sa 8-9a Sa Good Morning America	CM	8-9a	- - - - - S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S-		1				\$600.00		0.00			
26	WZZM	11/04/12	11/04/12	Sun Prime A America's Funniest Home Video	CM	7-8p	- - - - - S	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - - - S		1				\$2,000.00		0.00			
													Totals	31	\$46,300.00